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HOUSE JOINT RESOLUTION 91
By Mumpower

A RESOLUTION to congratulate WCYB-TV5 of Bristol, Virginia - Tennessee on being named America's number one television station.

WHEREAS, the members of this General Assembly are proud to recognize the hardworking, dedicated and innovative personnel who operate the electronic media outlets which are so important in keeping our populace informed, entertained and in instant touch with the entire world; and

WHEREAS, the staff of WCYB-TV5 of Bristol, Virginia-Tennessee is one such outstanding group, which has been nationally recognized for its achievements and audience appeal; and

WHEREAS, Nielsen Media Research, this nation's foremost authority on television ratings, surveyed all of the television markets in the United States in November of 2000; the survey results indicated that WCYB's household viewing was the highest of any television station in the top 100 markets in America for Monday through Sunday in the 6 a.m. to 2 a.m. time period; and

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WHEREAS, the Tri-Cities TN-VA designated market area (DMA) is the nation's 93rd largest market and is the location for WCYB; the area is referred to locally as the Mountain Empire; and

WHEREAS, in analyzing its survey data, Nielsen compared each television station's household share within its own market, then compared all the markets in the country; WCYB captured a 23.8 DMA household share compared to its nearest competitor, WHIO in Dayton, Ohio, which had a 22.7 share; and

WHEREAS, Joe Macione, executive vice president and general manager, was quoted as saying, "It is extremely gratifying to learn that WCYB-TV is the top-rated station in the entire United States. The people of the Mountain Empire are very loyal to WCYB and this national recognition confirms that loyalty. It is most humbling to be part of a team that is so well respected"; and

WHEREAS, a part of its viewer loyalty may be due to WCYB's commitment to innovation in technology. Recently WCYB became the first broadcast television station in the United States to provide digital multicasting, enabling it to offer the WB and PAX networks to its viewers in addition to its regular NBC programming; and

WHEREAS, from its studio location at 101 Lee Street in Bristol, Virginia and its transmitter on Holston Mountain, WCYB has provided its viewers in Southwest Virginia, Northeast Tennessee, Western North Carolina and Eastern Kentucky with 45 years of leadership in the delivery of local news, weather, and sports, in addition to quality network programming; and

WHEREAS, it is appropriate that such dedication to excellence, innovation and service is worthy of our recognition and thanks; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED SECOND GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, That we hereby offer our heartiest congratulations to the staff of WCYB-TV5 in

Bristol, Virginia-Tennessee upon being recognized as the nation's number one television station in household viewing among the top 100 television markets, and wish them every success in all their future endeavors.

BE IT FURTHER RESOLVED, That an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.